

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 04254 280340Z

ACTION EB-08

INFO OCT-01 EA-09 ISO-00 COME-00 TRSE-00 SP-02 OMB-01

CIAE-00 INR-07 NSAE-00 STR-04 ITC-01 /033 W

-----280343Z 004022 /61

R 280244Z MAR 77

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 6433

UNCLAS TOKYO 4254

E.O. 11652: N/A

TAGS: ETRD, JA

SUBJECT: JAPANESE WATCH INDUSTRY: USITC STUDY

REFS: (A)(76) STATE 263360 (B) TOKYO A-20

1. FOLLOWING INFORMATION ON JAPANESE WATCH INDUSTRY IS FOLLOW-UP TO REPAIR EMBASSY PROVIDED IN JANUARY IN RESPONSE TO USITC STUDY. FIGURES QUOTED BELOW WERE RECENTLY PUBLISHED IN JAPANESE PRESS AND CONFIRMED BY EMBASSY WITH JAPAN CLOCK AND WATCH ASSOCIATION.

2. GIST OF ARTICLE FOLLOWS. JAPAN'S PRODUCTION OF BATTERY-POWERED SPRINGLESS ELECTRONIC WATCHES TOTALED 7,282,000 IN 1976, 189 PERCENT OVER 1975 PRODUCTION OF 2,520,000 WATCHES. TOTAL WRISTWATCH PRODUCTION--INCLUDING CONVENTIONAL HAND OR SELF-WINDING SPRING-POWERED TYPES--REACHED 33,972,000 IN 1976. THIS REPRESENTED A 12.6 PERCENT GROWTH OVER 1975. THE QUARTZ WATCH SHARE OF JAPAN'S TOTAL WRISTWATCH PRODUCTION INCREASED FROM 8.4 PERCENT IN 1975 TO 21.4 PERCENT IN 1976. DIGITAL WRISTWATCHES ACCOUNTED FOR 52 PERCENT AND THE ANALOG TYPE 48 PERCENT OF 1976 TOTAL QUARTZ WATCH PRODUCTION. TWO-THIRDS OF JAPAN'S 1976 PRODUCTION OF DIGITAL WATCHES WAS EXPORTED. IN 1976 THE FACTORY SHIPMENT PRICE OF JAPANESE QUARTZ WATCHES FELL BY AN AVERAGE 25 PERCENT DUE TO MASS PRODUCTION COST SAVINGS.

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## Message Attributes

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